



# Quarter 2 Newsletter



October—December, 2013

## Hot Topics

**\*\*\*Partnership meeting date is January 16th from 3:30—4:30 at the Lake Regions Library in Inverness\*\*\***

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## Join us for 2013 Great American Smokeout!

*Come join the Florida Department of Health and our partners during the 2013 Great American Smokeout!*



Sponsored by the American Cancer Society, the Great American Smokeout on Thursday, November 21st is a perfect day for Florida smokers to quit smoking together with other smokers interested in quitting. This day helps to raise awareness about the dangers of smoking and the effective resources available to help you quit successfully offered by the Florida Department of Health in Citrus County.

Tobacco Free Florida is encouraging smokers to make a quit plan during the Great American Smokeout. A comprehensive quit plan is key to quitting for good.

Together with our partners, we are offer multiple services for local smokers to quit smoking on November 21st. The Florida Quitline and Area Health Edu-

cation Center (AHEC) offers nicotine replacement therapy free of charge to anyone who calls the Quitline or attends a cessation class. In addition, on November 21st, the Health Department will have seven locations established for distributing our Quitkits, tobacco cessation materials, and promotional information about upcoming cessation classes offered by AHEC and the Florida Quitline to support smokers after they quit.

Tables will be set-up at

Memorial Hospital. All county schools will receive special cessation packets designed by the students in SWAT (Students Working Against Tobacco) for any faculty or staff interested in quitting.

Anyone interested in quitting that is unable to make it to these community events, can call the Quitline or visit the health department anytime throughout the year to get resources. The most important thing we would like to remind all smokers that "YOU CAN DO IT!" It can take multiple attempts to quit



all the library locations throughout the county including Homosassa, Inverness, Central Ridge (Beverly Hills), (Coastal Region) Crystal River, & Floral City. There will be Health Department and AHEC staff at both Citrus

smoking so if at first you don't succeed, try, try again. It's important to not get discouraged and continue your efforts to live a healthier lifestyle.

## Welcome the College of Central Florida to our Partnership

***“What you are is  
what you have  
been, and what  
you will be is  
what you do  
now.”  
Buddha***

The Florida Department of Health in Citrus County is pleased to announce that we are partnering with the College of Central Florida, Lecanto Campus in the campus' endeavors to become a tobacco free campus. In October, Liz Wood and Ashleigh Simon met with key officials from the college to discuss the major transformation. We provided

our resources and materials to the school that plans to start the transition in spring 2014 with a complete transition by summer. Ashleigh recommended incorporating cessation and tobacco-free campus materials into orientation activities starting January 2014 to encourage incoming student's compliance with the

new policies. We also offered cessation classes to all staff and current student body starting in the spring. The campus will also be participating in the Great American Smokeout with resources we provided to help initiate this transition. We are extremely excited to work with the college.

***Anyone trying to  
quit tobacco  
should remember  
the four Ds:  
Drink water,  
Delay, Do  
something else,  
and Deep  
breathing***



## Interested in Joining a Committee?

If you have a special interest in a certain policy below, help tobacco staff by joining a committee. You can join a committee by calling 352-527-0068 ext 234. These policy areas give the Tobacco Free Partnership of Citrus County a chance to be more active within the community. Let your talents and skills become strengths in your partnership.

- Candy-Flavored Tobacco
- K-12 Policies
- Cessation Opportunities
- Retail Advertising (Point-of-Sale)
- Smoke-free Multi-Unit Housing
- SWAT



## Legislative Delegation Day

The Tobacco Free Partnership of Citrus County had the opportunity to speak to State Representative Jimmy Smith and Senator Charles Dean at the Citrus County Legislative Delegation Day on October 29th.

Jessica Hoag, Chairperson of the partnership spoke on the behalf of the partnership to spread the word about what we do. Eckerd SWAT youth Pax-

ton Zancker shared her heart-breaking story about how she was sucked into a dangerous life, starting with a candy flavored cigarillo. Paxton ex-

plained that she is now working hard with her SWAT club to insure this does not happen to other youth in our county. Two SADD/SWAT stu-



dents also spoke about the Anti-Drug coalition and what they are doing in the county to prevent destructive decisions.

## Christmas Parades & SWAT

This year SWAT and SADD clubs will be participating in both Crystal River, 12/7 and Inverness, 12/14, Christmas parades and the main theme for both parades is "Christmas melodies". Homeschool SWAT/SADD advisor Lorrie van Voorthuijsen has taken lead and has chosen a theme of "I'm Dreaming of a Drug Free Christmas". Students will wear pajamas and take turns "sleeping" on a bed on a float. At the Inverness parade students will be passing out small stuffed animals.

Please come out and join us!

## Providing Cessation Support

Tobacco Free Florida offers:

By calling the Florida Quitline you receive two weeks of Nicotine Replacement Therapy, that's patches, gum or lozenges. You also receive counseling over the phone, through text messages, or online.

By attending one of our local AHEC (Area Health Education Center) cessation classes, you receive four weeks of Nicotine Replacement Therapy. Two programs are available for in person classes: Tools to Quit and Quit Smoking Now. Tools to Quit is a one-time two hour class where you develop a plan to quit. Quit Smoking Now is a one hour a week class for 5 or 6 weeks.

If you or someone you know is contemplating quitting tobacco products, please refer them to the Tobacco Prevention Program at 352-527-0068 ext 342 for details on how, when, and why to quit.



## 3 EASY & FREE WAYS TO QUIT



Talk to a Quit Coach® who can help you quit tobacco.

**1-877-U-CAN-NOW**

1-877-822-6669



Online help quitting tobacco is only a few clicks away.

[www.quitnow.net/florida](http://www.quitnow.net/florida)



Looking for local face-to-face help? Find classes near you.

[www.ahectobacco.com](http://www.ahectobacco.com)



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Tobacco Free Florida's mission is to combat the pervasive problem of tobacco use in the Sunshine State, where each year, more than 28,600<sup>2</sup> Floridians die from smoking and tobacco-related diseases cost the state an estimated \$19.6 million in healthcare costs and lost productivity.



### Highlights From **CDC: Makers of e-cigarettes, little cigars target kids**

New types of cigarettes and tobacco threaten to addict a new generation of kids, in spite of the country's overall progress against smoking, said Tom Frieden, director of the Centers for Disease Control and Prevention. "I really worry about our kids," Frieden said in an exclusive interview with USA TODAY. "If the next generation gets hooked, you're talking about a lifetime struggle with addiction."

**About 16% of high school students smoke, along with 19% of adults — rates that have fallen slightly or leveled off in recent years. New products threaten to undermine those gains, however, Frieden said.**

Nearly one in 12 high school seniors now smoke "little cigars," which are nearly identical in size, shape and color to traditional cigarettes, but are regulated much more loosely, according to the CDC. And nearly 7% of students in grades 6 through 12 tried an e-cigarette in 2012, more than twice the rate in 2011, according to a September CDC report. E-cigarettes are battery-powered devices that deliver nicotine, but produce water vapor, instead of smoke. Studies show that vapor contains potentially hazardous chemicals, includ-

ing ingredients used in anti-freeze and chemicals that cause cancer in animals. Both electronic cigarettes and flavored little cigars fall through loopholes in federal regulations, allowing their manufacturers to target children and teens, Frieden said. Because little cigars are marginally larger than cigarettes, they fall into a lower tax category, allowing them to be sold for as little as 7 cents each. A pack of cigarettes costs at least \$5 in some states and more than \$11 in New York.

And while consumers can buy cigarettes only in packs of 20 or more, kids can buy as few as one or two little cigars at a time, making them far easier for kids to afford, Frieden said. Although the FDA banned flavored tobacco cigarettes, there are no such restrictions on cigars or e-cigarettes, which are sold in "Gummi Bear" flavors and "Fruit Loops."

Keeping tabs on new, unregulated products from the tobacco industry, which manufactures most e-cigarettes, is akin to playing "whack-a-mole," Frieden said.

Manufacturers of e-cigarettes have trumpeted their health value, arguing that they could help smokers give up tobacco, much as nicotine-replacement products do.

"There is no bigger killer than conventional tobacco," said Ray

Story, founder and CEO of the Tobacco Vapor Electronic Cigarette Association. "This particular product is clearly less harmful."

**But Frieden said he's concerned that e-cigarettes could actually addict more young people to nicotine, by attracting non-smokers, who might later shift over to regular tobacco. Nearly one in 10 teens who have tried e-cigarettes have never smoked conventional ones.**

E-cigarette makers often advertise in venues that are popular with teens, such as shopping malls, sporting events and on TV during the Super Bowl. Three members of Congress, including Rep. Henry Waxman, D-Calif., this week wrote to FDA Commissioner Margaret Hamburg asking her to quickly release e-cigarette regulations. Their letter notes that the makers of e-cigarettes have adopted some of the same marketing techniques used by tobacco companies for decades, such as hiring celebrities to make them look glamorous. Some ads feature monkeys and other cartoon characters.